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CLAIMS:

1. A label comprising:

5       a substrate, having first and second opposing surfaces and comprising first and second sections;

10      an adhesive applied to the second surface of the first section for adhering the label, in use, to an article;

15      at least one security feature incorporated in or on at least one of said first and second sections, which security feature is concealed when the second section is adhered in a non-viewing position, and which is revealed when the second section is lifted into a viewing position.

2. A label as claimed in claim 1, wherein at least one security feature is incorporated in or on the second section and is visible in transmissive light when the second section is lifted into a viewing position.

20      25     3. A label as claimed in claim 1 or claim 2, wherein at least one security feature is incorporated in or on the second section and is visible in reflected light.

30      4. A label as claimed in any one of the preceding claims, wherein at least one security feature is located on the first and/or second surfaces of the second section.

5. A label as claimed in any one of the preceding claims, wherein at least one security feature is

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located on the second surface of the first section.

6. A label as claimed in any one of the preceding claims, wherein the first and second sections hinge about a fold line.

7. A label as claimed in any one of the preceding claims, further comprising a second repositionable adhesive applied to at least a part of one surface of the second section.

8. A label as claimed in claim 7, wherein the repositionable adhesive is applied to the first surface of the second section such that it adheres to the first section in the non-viewing position.

9. A label as claimed in claim 7 when dependent on any one of claims 1 to 5, wherein the repositionable adhesive is applied to the second surface of the second section such that it can be adhered in use, to an article.

10. A label as claimed in any one of the preceding claims, wherein at least one security feature is an elongated security element.

11. A label as claimed in claim 10, wherein the security element is partially or wholly embedded within the substrate.

12. A label as claimed in any one of the preceding claims, wherein the substrate comprises a plurality of second sections, each of which is liftable from a non-viewing position to a viewing position.

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13. A label as claimed in any one of the preceding claims, wherein the second section of the label is separable from the first section of the label.

5 14. A label as claimed in claim 13, wherein separation of the first and second sections occurs at the fold line by means of perforations along the fold line.

10 15. A label substantially as hereinbefore described with reference to, or as shown in, the accompanying drawings.